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(c) 2005 McGraw-Hill Co. Inc
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| Set | Items | Description |
|-----|-------|---|
| S1 | 661 | AU='ARAI M':AU='ARAI M.NEEDLER-' |
| S2 | 4 | AU='ARAI MASA' |
| S3 | 411 | AU='ARAI MASATOSHI':AU='ARAI MASATOSHI CALSONIC KANSEI COR- PORATION' |
| S4 | 9 | AU='ARAI MASATOSHI CALSONIC KANSEI CORPORATION':AU='ARAI M- ASATOSHI SILICONE ELECTRONICS MAT RES' |
| S5 | 1201 | AU='ARAI, M':AU='ARAI, M.R.' |
| S6 | 0 | AU='ARAI, MASATOSHI' |
| S7 | 6 | AU='MASATOSHI A' |
| S8 | 3 | AU='MASATOSHI ARAI' |
| S9 | 1 | AU='MASATOSHI, A.' |
| S10 | 37 | AU='KITAGAWA E':AU='KITAGAWA EIICHI' |
| S11 | 39 | AU='KITAGAWA EIJI':AU='KITAGAWA EIJU' |
| S12 | 27 | AU='KITAGAWA, E.':AU='KITAGAWA, EIICHI' |
| S13 | 0 | AU='KITAGAWA, EIJI' |
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| S15 | 1 | AU='EIJI KITA' |
| S16 | 2 | AU='EIJI, K.' |
| S17 | 2405 | S1:S16 |
| S18 | 1172 | S17 FROM 347,348,349,350,371 |
| S19 | 19 | IC=G06F-017? |
| S20 | 19 | S18 AND S19 |
| S21 | 7 | ADVERTISING? |
| S22 | 3 | AUCTION? |
| S23 | 4 | S20 AND (S21 OR S22) |
| S24 | 10 | ADVERT? |
| S25 | 4 | S20 AND (S22 OR S24) |
| S26 | 4 | IDPAT (sorted in duplicate/non-duplicate order) |
| S27 | 2 | IDPAT (primary/non-duplicate records only) |
| S28 | 1233 | S17 NOT S18 |
| S29 | 1 | S28 AND (S22 OR S24) |
| S30 | 3 | S27 OR S29 |

30/3,K/1 (Item 1 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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014496410 **Image available**
WPI Acc No: 2002-317113/200236
XRPX Acc No: N02-248258

**Digital contents advertisement display system for digital TV
broadcasting, corrects advertisement tenant in contents functioning as
advertising medium, with respect to the highest bidding sponsor**
Patent Assignee: FUJITSU LTD (FUIT); ARAI M (ARAI-I); KITAGAWA E (KITA-I)
Inventor: **ARAI M ; KITAGAWA E**
Number of Countries: 028 Number of Patents: 003
Patent Family:

| Patent No | Kind | Date | Applicat No | Kind | Date | Week |
|----------------|------|----------|---------------|------|----------|----------|
| EP 1168210 | A1 | 20020102 | EP 2000311434 | A | 20001220 | 200236 B |
| US 20020002525 | A1 | 20020103 | US 2000736374 | A | 20001215 | 200236 |
| JP 2002015217 | A | 20020118 | JP 2000198544 | A | 20000630 | 200236 |

Priority Applications (No Type Date): JP 2000198544 A 20000630

Patent Details:

| Patent No | Kind | Lan | Pg | Main IPC | Filing Notes |
|--|------|-----|----|-------------|--------------|
| EP 1168210 | A1 | E | 22 | G06F-017/60 | |
| Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI TR | | | | | |
| US 20020002525 | A1 | | | G06F-017/60 | |
| JP 2002015217 | A | | 12 | G06F-017/60 | |

**Digital contents advertisement display system for digital TV
broadcasting, corrects advertisement tenant in contents functioning as
advertising medium, with respect to the highest bidding sponsor**
Inventor: **ARAI M ...**

... KITAGAWA E

Abstract (Basic):

... An **advertisement** tenant bidding unit (2) allows a sponsor to bid for an **advertisement** tenant included in contents distributed to sponsors. A determining unit (3) determines the sponsor that has the highest bid rate. A contents creation unit (4) corrects **advertisement** tenant based on the request from that sponsor. A contents distributor (5) distributes corrected contents which function as an **advertising** medium.

... a) Computer readable recording medium storing contents **advertisement** display program...

...b) Content **advertisement** display program...

...In Internet and digital TV broadcasting for providing **advertisement** for **advertisement** tenant such as car and artificial creature, within the distributed digital contents such as games...

...Allows an **advertisement** sponsor and a contents creator to directly deal with each other using this **auction** technique, with reduced **advertising** cost. Contents distributor realizes an appropriate income for the **advertisement**. The bidding price of an **advertisement** sponsor is earmarked for a part of the distribution fee of the contents such that...

...The figure shows the block diagram of the digital contents
advertisement digital system using auction .

... **Advertisement** tenant bidding unit (2)
...Title Terms: **ADVERTISE** ;
International Patent Class (Main): **G06F-017/60**

30/3,K/2 (Item 2 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

014408422 **Image available**
WPI Acc No: 2002-229125/200229
XRPX Acc No: N02-176101

**Three-dimensional interactive game system for advertising system, assigns
three-dimensional polygon data to characters for replacing object in
interactive game**

Patent Assignee: FUJITSU LTD (FUIT)
Inventor: **ARAI M** ; MURAKAMI K
Number of Countries: 028 Number of Patents: 003
Patent Family:

| Patent No | Kind | Date | Applicat No | Kind | Date | Week |
|----------------|------|----------|---------------|------|----------|----------|
| EP 1134009 | A2 | 20010919 | EP 2000310558 | A | 20001129 | 200229 B |
| JP 2001246170 | A | 20010911 | JP 200061996 | A | 20000307 | 200229 |
| US 20040248649 | A1 | 20041209 | US 2000716212 | A | 20001121 | 200481 |
| | | | US 2004878232 | A | 20040629 | |

Priority Applications (No Type Date): JP 200061996 A 20000307

Patent Details:

| Patent No | Kind | Lan | Pg | Main IPC | Filing Notes |
|--|------|-----|----|-------------|----------------------------------|
| EP 1134009 | A2 | E | 29 | A63F-013/10 | |
| Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI TR | | | | | |
| JP 2001246170 | A | | 20 | A63F-013/12 | |
| US 20040248649 | A1 | | | G06F-017/00 | Div ex application US 2000716212 |

Inventor: **ARAI M** ...

30/3,K/3 (Item 1 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2005 Institution of Electrical Engineers. All rts. reserv.

7058013 INSPEC Abstract Number: B2001-11-6210R-017, C2001-11-6130M-007
**Title: New services in the age of broadband-interactive
commercial/multimedia information retrieval**
Author(s): **Arai, M.** ; Shiitani, S.
Journal: Fujitsu vol.52, no.4 p.285-91
Publisher: Fujitsu,
Publication Date: 2001 Country of Publication: Japan
CODEN: FUJTAR ISSN: 0016-2515
SICI: 0016-2515(2001)52:4L:285:SBIC;1-V
Material Identity Number: D926-2001-004
Language: Japanese
Subfile: B C
Copyright 2001, IEE

Author(s): **Arai, M.** ; Shiitani, S.

...Abstract: communicates with customers to acquire customer profiles.
Then, based on these profiles, the system displays **advertisements** that

fit each customer's interests. To attract customers, the character
simulates autonomous behavior in...

...Identifiers: **advertisements** ;